



-TV LAS VEGAS, NV.

) JOE HECK 4 CONGRESS

) HECK 4 CONGRESS

) SAN BERAN

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Printed: 09/17/2012 11:42 AM  
Last Received: 09/14/2012 9:48 AM  
Showing Buylines: All Lines

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P/I/P2/E #/2690  
Flight Dates 09/17/2012 - 09/30/2012  
Hiatus Weeks

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

## COMMENT --

24

W. THANKS!

Buy	Time	Program	Rate	Dates	Report Week	# of Weeks	Total Spots	Total Cost	Depart
THU	5P-7A		\$450.00	9/17-9/21	4	2	8	\$3,600.00	
		Buyline Comment: NEWS							
FRI	7A-9A		\$500.00	9/18-9/28	5	2	10	\$2,500.00	
		Buyline Comment: TODAY SHOW							
FRI	5P-830P		\$250.00	9/21-9/28	5	2	10	\$2,500.00	
		Buyline Comment: NEWS							
FRI	7P-10P		\$725.00	9/21-9/28	5	2	6	\$4,350.00	
		Buyline Comment: WHEEL							
FRI	11P-115P		\$425.00	9/21-9/28	5	2	5	\$2,125.00	
		Buyline Comment: NEWS							
THU	11P-115P		\$425.00	9/21-9/28	4	2	8	\$3,350.00	
		Buyline Comment: NEWS							
THU	11P-115P		\$425.00	9/21-9/28	4	2	8	\$3,350.00	
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Rep Order# 6852462 Ver# 2 Status Returned  
EC'd Yes Traffic Order# 106602

Printed: 09/17/2012 11:42 AM  
Last Received: 09/14/2012 9:48 AM  
Showing Buylines: All Lines

Reported: 09/17/2012 11:42 AM

2 of 3

Station KSNV-TV LAS VEGAS, NV  
Advertiser ( ) JOE HECK 4 CONGRESS  
Product JOE HECK 4 CONGRESS  
Estimate# 2690  
Buyer KIGAN BERAN  
Phone#  
Fax#

LT Ln Day Time Program  
--- --- --- --- ---  
9 35 7A-8A Buyline Comment: SUN TODAY

Agency	1 ) STRATEGIC MEDIA PLACEMENT	Rep Firm	7669 STAGERS LOOP		
Sales Office	( ) PHILADELPHIA	Sales Office	DELAWARE, OH 43015		
Salesperson	( ) AMY MCCREARY	Salesperson Phone#	215-568-6540		
Agency C/P/I/P2/E	//2690	Salesperson FAX#	215-568-1845		
Flight Dates	09/17/2012 - 09/30/2012	Spots/Week	# of Weeks		
Hiatus Weeks		Total Spots	Total Cost	Daypart	
Len	Rate	Dates			
:30	\$205.00	09/23-09/30	1	2	\$410.00
:30	\$225.00	09/23-09/30	1	2	\$450.00
:30	\$1,400.00	09/28-09/28	1	1	\$1,400.00

—REPORT TOTALS—

Report Totals: 63 : \$36,405.00

—SALES MONTHLY TOTALS—

Sep: 14: 63 : \$36,405.00

Sales Totals: 63 : \$36,405.00

Station Totals: 63 : \$36,405.00

Lines not served/struck: 0 : \$0.00

—COMPETITIVE—

Market	Total	1ATV	KBLR	CG	KIMT	KLAS	KLWY	KVUE	KWTV	KXLY
Las Vegas	112,333	112	112	112	112	112	112	112	112	112
KTNW	356	356	356	356	356	356	356	356	356	356
XXNE	0	0	0	0	0	0	0	0	0	0

—COMPETITIVE COMMENTS—

Shares Estimated

Books	Nov 2
Dem	Plus

—CREDIT RISK—

FAIR TO AVERAGE

Rep Order# 6852462 Ver# 2 Status Returned  
EC'd Yes

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3 of 3

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) JOE HECK 4 CONGRESS  
Product JOE HECK 4 CONGRESS  
Estimate# 2690  
Buyer KEGAN BIRAN  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P/P2/E 1/2690  
Flight Dates 09/17/2012 - 09/30/2012  
Hiatus Weeks

Rcp Firm Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845